

## ORDER



**Orders**  
**Order / Rev:** 714499  
**Alt Order #:** 06321197  
**Product Desc:** ROMNEY FOR PRESIDENT  
**Estimate:** 88  
**Flight Dates:** 09/19/12 - 09/25/12  
**Original Date / Rev:** 09/18/12 / 09/25/12  
**Order Type:** Political

## WKYC

**Primary AE:** Joe Knauer  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** American Rambler Productions/ POL  
**Buying Contact:**  
**Billing Contact:**  
 138 Conant Street  
 Beverly, MA 01915

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Romney/ R / President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/25/12	151	\$175,375.00	\$149,068.75

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	151	\$175,375.00	\$149,068.75	0.00
<b>Totals</b>	<b>151</b>	<b>\$175,375.00</b>	<b>\$149,068.75</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WKYC	09/19/12	09/21/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$800.00		0.00			
E 2	WKYC	09/24/12	09/25/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$800.00		0.00			
E 3	WKYC	09/24/12	09/25/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	4	\$800.00	P-3	0.00	NM	4	\$3,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$800.00		0.00			
E 4	WKYC	09/19/12	09/21/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	6	\$800.00	P-3	0.00	NM	6	\$4,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$800.00		0.00			
E 5	WKYC	09/19/12	09/21/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	3	\$400.00	P-3	0.00	NM	3	\$1,200.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$400.00		0.00			

Order / Rev: 714499  
 Alt Order #: 06321197  
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 88  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 6	WKYC	09/24/12	09/25/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$400.00		0.00			
E 7	WKYC	09/24/12	09/25/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MT-----	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$200.00		0.00			
E 8	WKYC	09/19/12	09/21/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	--WTF--	:30	6	\$200.00	P-3	0.00	NM	6	\$1,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$200.00		0.00			
E 9	WKYC	09/19/12	09/21/12	Days of Our Lives Days of Our Lives	CM	1p-2p	--WTF--	:30	3	\$375.00	P-3	0.00	NM	3	\$1,125.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$375.00		0.00			
E 10	WKYC	09/24/12	09/25/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT-----	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$375.00		0.00			
E 11	WKYC	09/19/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	3	\$450.00	P-3	0.00	NM	3	\$1,350.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					3	\$450.00		0.00			
E 12	WKYC	09/24/12	09/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$450.00		0.00			
E 13	WKYC	09/24/12	09/25/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$1,800.00		0.00			
E 14	WKYC	09/19/12	09/21/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$1,800.00		0.00			
E 15	WKYC	09/19/12	09/21/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$1,800.00		0.00			
E 16	WKYC	09/24/12	09/25/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$1,800.00		0.00			
E 17	WKYC	09/19/12	09/21/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	6	\$1,800.00	P-3	0.00	NM	6	\$10,800.00
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	--WTF--					6	\$1,800.00		0.00			
E 18	WKYC	09/24/12	09/25/12		CM	11-1135p	MT-----	:30	4	\$1,800.00	P-3	0.00	NM	4	\$7,200.00

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Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 88  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F 11-1135p Channel 3 News at 11p M-F															
2X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	4		\$1,800.00		0.00						
E 19	WKYC	09/24/12	09/25/12	Tonight Show	CM	1135p-1237a	MT-----	:30	2	\$800.00	P-3	0.00	NM	2	\$1,600.00
Tonight Show															
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$800.00		0.00						
E 20	WKYC	09/19/12	09/21/12	Tonight Show	CM	1135p-1237a	--WTF--	:30	3	\$800.00	P-3	0.00	NM	3	\$2,400.00
Tonight Show															
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	3		\$800.00		0.00						
E 21	WKYC	09/19/12	09/21/12	M-F 5-6a	CM	5a-6a	--WTF--	:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
Channel 3 News @ 5AM															
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	--WTF--	3		\$350.00		0.00						
E 22	WKYC	09/24/12	09/25/12	M-F 5-6a	CM	5a-6a	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
Channel 3 News @ 5AM															
1X PER DAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$350.00		0.00						
E 23	WKYC	09/22/12	09/22/12	SAT TDY	CM	7a-9a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
NBC Today Show (Sa)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$800.00		0.00						
E 24	WKYC	09/22/12	09/22/12	Sat 9-1030a	CM	9a-1030a	-----S-	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
Channel 3 News 9am Sat															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$800.00		0.00						
E 25	WKYC	09/22/12	09/22/12	Sat 11-1135p	CM	11-1130p	-----S-	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
LN SAT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S-	1		\$1,800.00		0.00						
E 26	WKYC	09/23/12	09/23/12	SUN TDY	CM	8a-9a	-----S	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
NBC Today Show (Su)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$800.00		0.00						
E 27	WKYC	09/23/12	09/23/12	Sun 6-630p	CM	6-630p	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
Channel 3 News at 6p SUN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$1,800.00		0.00						
E 28	WKYC	09/23/12	09/23/12	NFL Regular Season Fo	CM	NFL Football	-----S	:30	1	\$6,500.00	P-3	0.00	NM	1	\$6,500.00
NFL Football (8:00 PM-11:00 PM)															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	1		\$6,500.00		0.00						
E 29	WKYC	09/23/12	09/23/12	Post NFL News	CM	Various	-----S	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
LN Sun Follows NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/17/12	09/23/12	-----S	2		\$1,800.00		0.00						
N30	WKYC	09/24/12	09/25/12	Early Today	CM	4a-430a	MT-----	:30	2	\$50.00	P-3	0.00	NM	2	\$100.00
Early Today															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	MT-----	2		\$50.00		0.00						
N31	WKYC	09/24/12	09/25/12	M-F 430a-5a	CM	430a-5a	MT-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
430a News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						

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 Alt Order #: 06321197  
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 88

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N31	WKYC	09/24/12	09/25/12	M-F 430a-5a 430a News	CM	430a-5a	MT-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$100.00		0.00			
N32	WKYC	09/24/12	09/25/12	M-F 5-6a Channel 3 News @ 5AM	CM	5a-6a	MT-----	:30	2	\$350.00	P-3	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$350.00		0.00			
N33	WKYC	09/24/12	09/25/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	MT-----	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$1,400.00		0.00			
N34	WKYC	09/24/12	09/25/12	M-F 7-9a Today Today Show	CM	7a-9a	MT-----	:30	4	\$1,400.00	P-2	0.00	NM	4	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					4	\$1,400.00		0.00			
N35	WKYC	09/22/12	09/22/12	SAT TDY NBC Today Show (Sa)	CM	7a-9a	-----S-	:30	2	\$1,400.00	P-2	0.00	NM	2	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					2	\$1,400.00		0.00			
N36	WKYC	09/23/12	09/23/12	SUN TDY NBC Today Show (Su)	CM	8a-9a	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,400.00		0.00			
N37	WKYC	09/22/12	09/22/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----S-	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S-					1	\$1,400.00		0.00			
N38	WKYC	09/23/12	09/23/12	SS 9-1030a Channel 3 News 9am Sa/Su	CM	9a-1030a Sa/Su	-----S	:30	1	\$1,400.00	P-2	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$1,400.00		0.00			
N39	WKYC	09/24/12	09/25/12	M-F 9-10a Today II Today Show II	CM	9a-10a	MT-----	:30	2	\$400.00	P-3	0.00	NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$400.00		0.00			
N40	WKYC	09/24/12	09/25/12	M-F 10-11a M-F 10-11a	CM	10a-11a	MT-----	:30	2	\$150.00	P-3	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$150.00		0.00			
N41	WKYC	09/24/12	09/25/12	M-F 11a-1230p 11a-1230p	CM	11a-1230p	MT-----	:30	2	\$200.00	P-3	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$200.00		0.00			
N42	WKYC	09/23/12	09/23/12	Su 12-1230p Channel 3 News at Noon Su	CM	12-1230p /Su	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/17/12	09/23/12	-----S					1	\$400.00		0.00			
N43	WKYC	09/24/12	09/25/12	Days of Our Lives Days of Our Lives	CM	1p-2p	MT-----	:30	2	\$375.00	P-3	0.00	NM	2	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$375.00		0.00			
N44	WKYC	09/24/12	09/25/12	M-F 2-3p Rachel Ray	CM	2-3p	MT-----	:30	2	\$300.00	P-3	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	MT-----					2	\$300.00		0.00			
N45	WKYC	09/21/12	09/21/12	M-F 3-4p The Doctors	CM	3p-4p	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

Order / Rev: 714499  
 Alt Order #: 06321197  
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 88  
**WKYC**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N45	WKYC	09/21/12	09/21/12	M-F 3-4p The Doctors	CM	3p-4p	----F--	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$350.00		0.00			
N46	WKYC	09/24/12	09/25/12	M-F 3-4p The Doctors	CM	3p-4p	MT-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		1				\$350.00		0.00			
N47	WKYC	09/21/12	09/21/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	----F--	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$450.00		0.00			
N48	WKYC	09/24/12	09/25/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	MT-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		1				\$450.00		0.00			
N49	WKYC	09/21/12	09/21/12	M-F 5-6p Dr. Phil	CM	5p-6p	----F--	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$700.00		0.00			
N50	WKYC	09/24/12	09/25/12	M-F 5-6p Dr. Phil	CM	5p-6p	MT-----	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		1				\$700.00		0.00			
N51	WKYC	09/21/12	09/23/12	EN (M-Su) Early News (M-Su)	CM	M-F 6-730pm/SS (6:00 PM-6:30 PM)	----FSS	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----FSS		2				\$1,800.00		0.00			
N52	WKYC	09/24/12	09/25/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	MT-----	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		2				\$1,800.00		0.00			
N53	WKYC	09/21/12	09/23/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	----FSS	:30	2	\$2,800.00	P-3	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----FSS		2				\$2,800.00		0.00			
N54	WKYC	09/24/12	09/25/12	Nightly News Nightly News	CM	M-Su 6:28p-7p	MT-----	:30	1	\$2,800.00	P-3	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		1				\$2,800.00		0.00			
N55	WKYC	09/21/12	09/21/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	----F--	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$1,800.00		0.00			
N56	WKYC	09/24/12	09/25/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	MT-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		1				\$1,800.00		0.00			
N57	WKYC	09/21/12	09/21/12	M-F 730-8p Entertainment Tonight	CM	730-8p	----F--	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	----F--		1				\$1,200.00		0.00			
N58	WKYC	09/24/12	09/25/12	M-F 730-8p Entertainment Tonight	CM	730-8p	MT-----	:30	1	\$1,200.00	P-3	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	MT-----		1				\$1,200.00		0.00			
N59	WKYC	09/21/12	09/22/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	----FS-	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			

Order / Rev: 714499  
 Alt Order #: 06321197  
 Flight Dates: 09/19/12 - 09/25/12

Advertiser: Romney/ R / President  
 Product Desc: ROMNEY FOR PRESIDENT  
 Estimate: 88

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N59	WKYC	09/21/12	09/22/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	----FS-	:30	2	\$1,800.00	P-3	0.00	NM	2	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	----FS-		2			\$1,800.00		0.00				
N60	WKYC	09/24/12	09/24/12	LN (M-Su) Late News (M-Su)	CM	11P-1135P	M-----	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	M-----		1			\$1,800.00		0.00				
N61	WKYC	09/23/12	09/23/12	Post NFL News LN Sun Follows NFL	CM	Various	-----S	:30	1	\$1,800.00	P-3	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S		1			\$1,800.00		0.00				
N62	WKYC	09/21/12	09/21/12	Tonight Show Tonight Show	CM	1135p-1237a	----F--	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	----F--		1			\$800.00		0.00				
N63	WKYC	09/24/12	09/24/12	Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/24/12	09/30/12	M-----		1			\$800.00		0.00				
N64	WKYC	09/22/12	09/22/12	630A-7A Chris Matthews Show	CM	630a-7a	-----S-	:30	1	\$500.00	P-3	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S-		1			\$500.00		0.00				
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WKYC	09/17/12-09/23/12	630A-7A		630a-7a	-----Sa--	:30		<del>(\$500.00)</del>		0.00	NM		
	Credited														
N65	WKYC	09/22/12	09/22/12	Browns Insider Browns Insider	CM	SA 1030-11a	-----S-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S-		1			\$250.00		0.00				
N66	WKYC	09/23/12	09/23/12	Meet the Press Meet the Press	CM	1030a-1130a	-----S	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S		1			\$5,000.00		0.00				
N67	WKYC	09/23/12	09/23/12	Browns Pre-Game Huddle Browns Pre-Game Huddle	CM	1130a-12p	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S		1			\$400.00		0.00				
N68	WKYC	09/23/12	09/23/12	NFL Pregame Show NFL Pre-Game	CM	NFL Pre-Game	-----S	:30	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S		1			\$5,000.00		0.00				
N69	WKYC	09/23/12	09/23/12	NFL Regular Season Football NFL Football	CM	NFL Football	-----S	:30	1	\$6,500.00	P-3	0.00	NM	1	\$6,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S		1			\$6,500.00		0.00				
N70	WKYC	09/22/12	09/22/12	Notre Dame Football Notre Dame Football	CM	Notre Dame Football	-----S-	:30	2	\$2,600.00	P-1	0.00	NM	2	\$5,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/17/12	09/23/12	-----S-		2			\$2,600.00		0.00				
Totals													151	\$175,375.00	